



Euromonitor
International

Portable Players in Canada

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Portable players record positive growth, driven by wireless innovation and audio streaming trends
A low barrier to entry and a wide variety of brands shapes the competitive landscape
Improvements in retail e-commerce and in-store promotions boost sales

PROSPECTS AND OPPORTUNITIES

Portable player sales are set to grow, supported by lifestyle trends and wireless innovation
Solar powered Bluetooth speakers are set to gain ground over the forecast period
AI and high-resolution audio technology will drive future product development

CATEGORY DATA

- Table 1 - Sales of Portable Players by Category: Volume 2020-2025
- Table 2 - Sales of Portable Players by Category: Value 2020-2025
- Table 3 - Sales of Portable Players by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Portable Players by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Portable Players: % Volume 2021-2025
- Table 6 - LBN Brand Shares of Portable Players: % Volume 2022-2025
- Table 7 - Distribution of Portable Players by Channel: % Volume 2020-2025
- Table 8 - Forecast Sales of Portable Players by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Portable Players by Category: Value 2025-2030
- Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Consumer Electronics in Canada - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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